

FIG.1

MONTH	CUSTOMER ID	GENDER	AGE	. . .	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	. . .	32,000	0
	00002	F	22	. . .	35,000	1
	00003	M	31	. . .	27,000	0

4	00001	M	27	. . .	34,000	
	00002	F	22	. . .	38,000	
	00003	M	31	. . .	28,000	

5	00001	M	27	. . .	36,000	
	00003	M	31	. . .	29,000	

FIG.2

[USED DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS :
 GENDER, AGE, PROFIT AMOUNT,
 PRODUCT MODEL, RESIDENCE

CONCLUSION ITEMS : CANCELLATION STATUS
[LAYER]

GENDER :
 MALE
 FEMALE

AGE :
UNDER 20 : AGE < 20
20~24 : 19 < AGE < 25
25~29 : 24 < AGE < 30
30~34 : 29 < AGE < 35
OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4

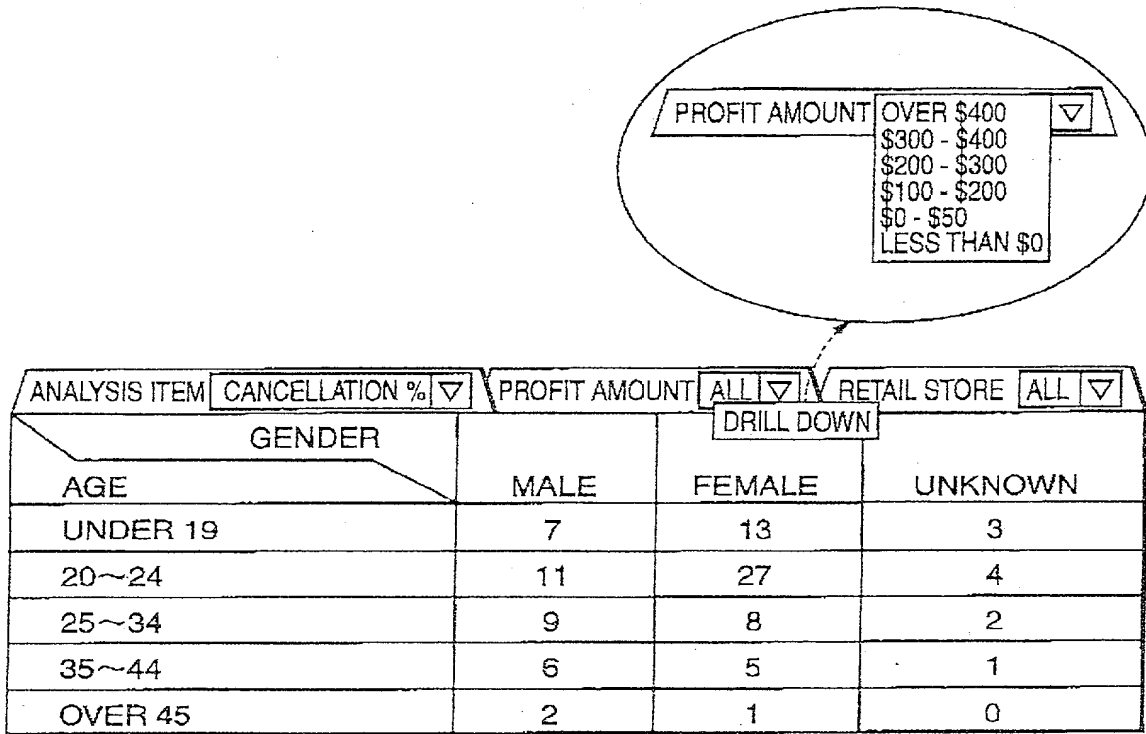


FIG.5

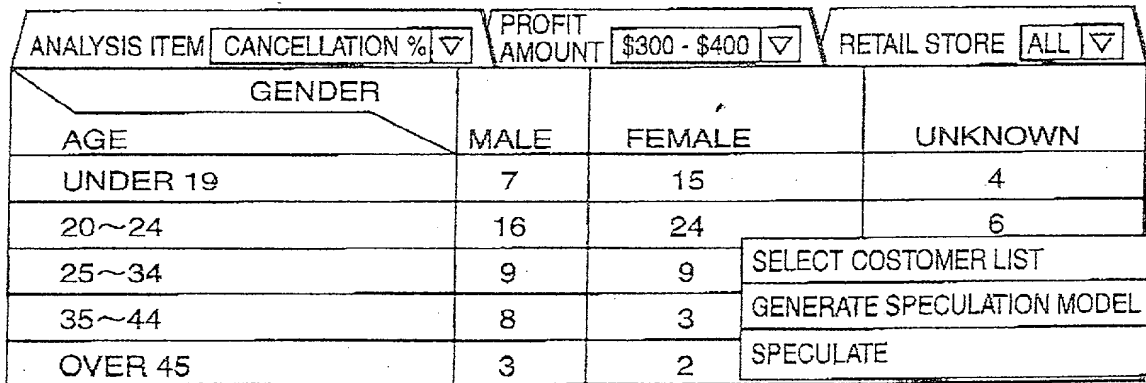


FIG.6

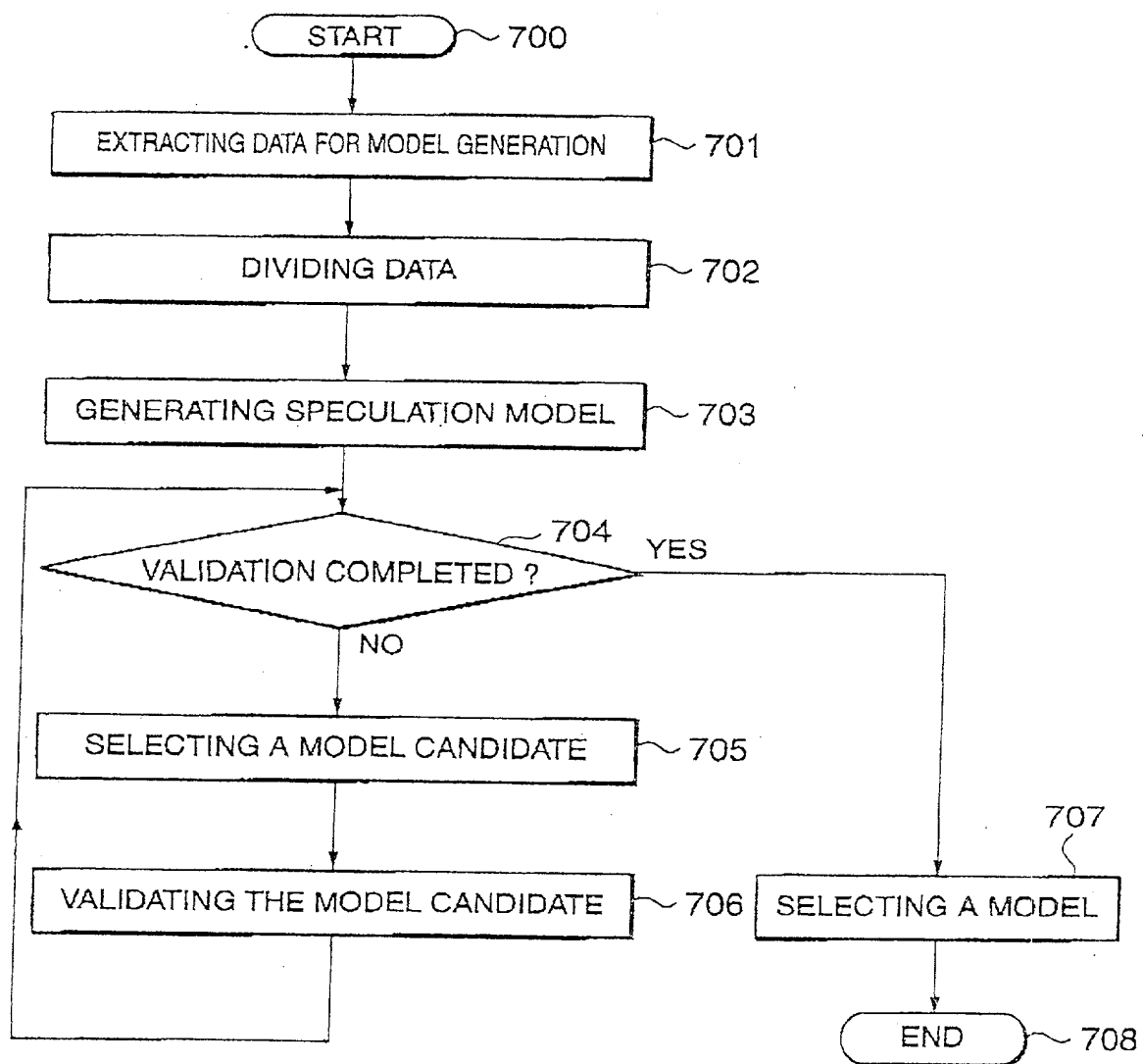


FIG.7

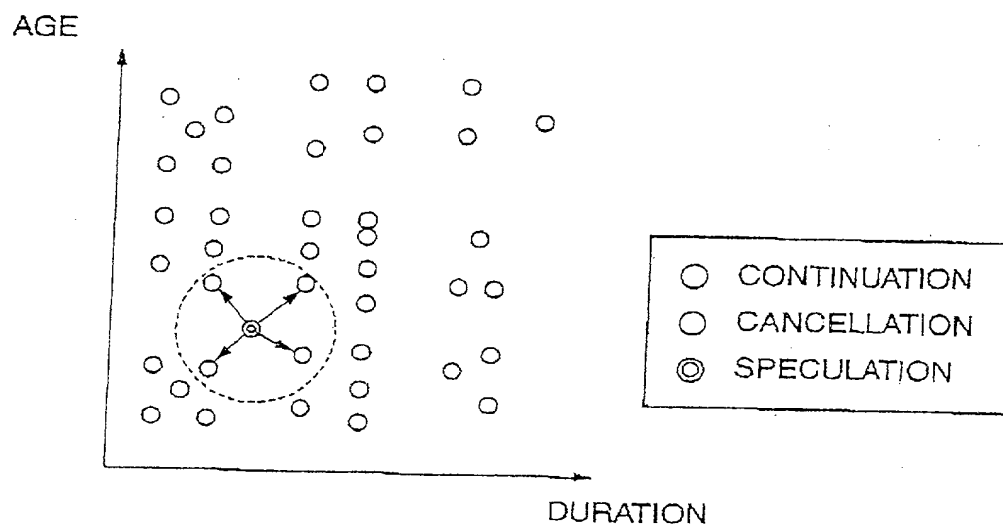


FIG.8

[DATA]

MARCH

[RULE GENERATION ITEMS]

CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT,
CANCELLATION, RESIDENCE

CONCLUSION ITEMS :

[SEGMENT CONDITIONS]

AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT = \$300 - \$400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	...
00036	1.0	AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT = \$300 - \$400	21	\$320	...
00302	1.0	AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT = \$300 - \$400	22	\$350	...
00421	0.98	AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT = \$300 - \$400	20	\$330	...
...					

FIG.10

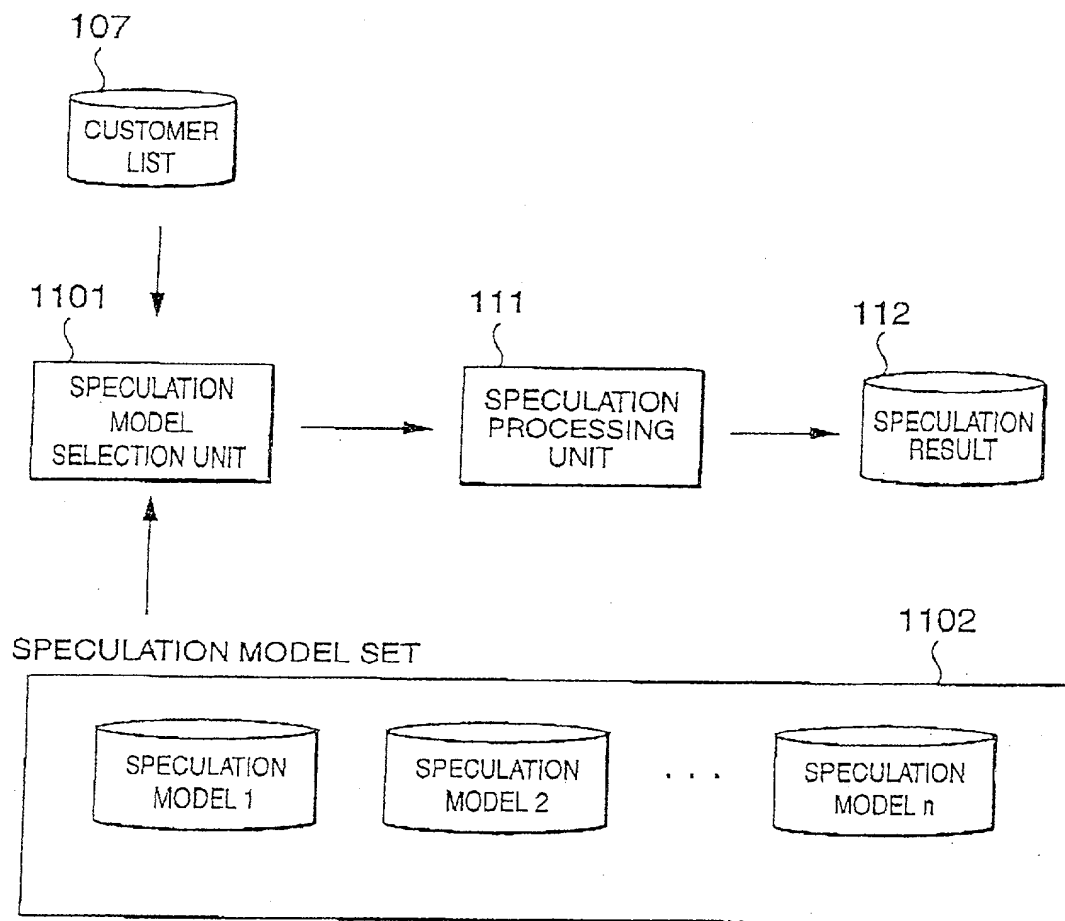


FIG.11

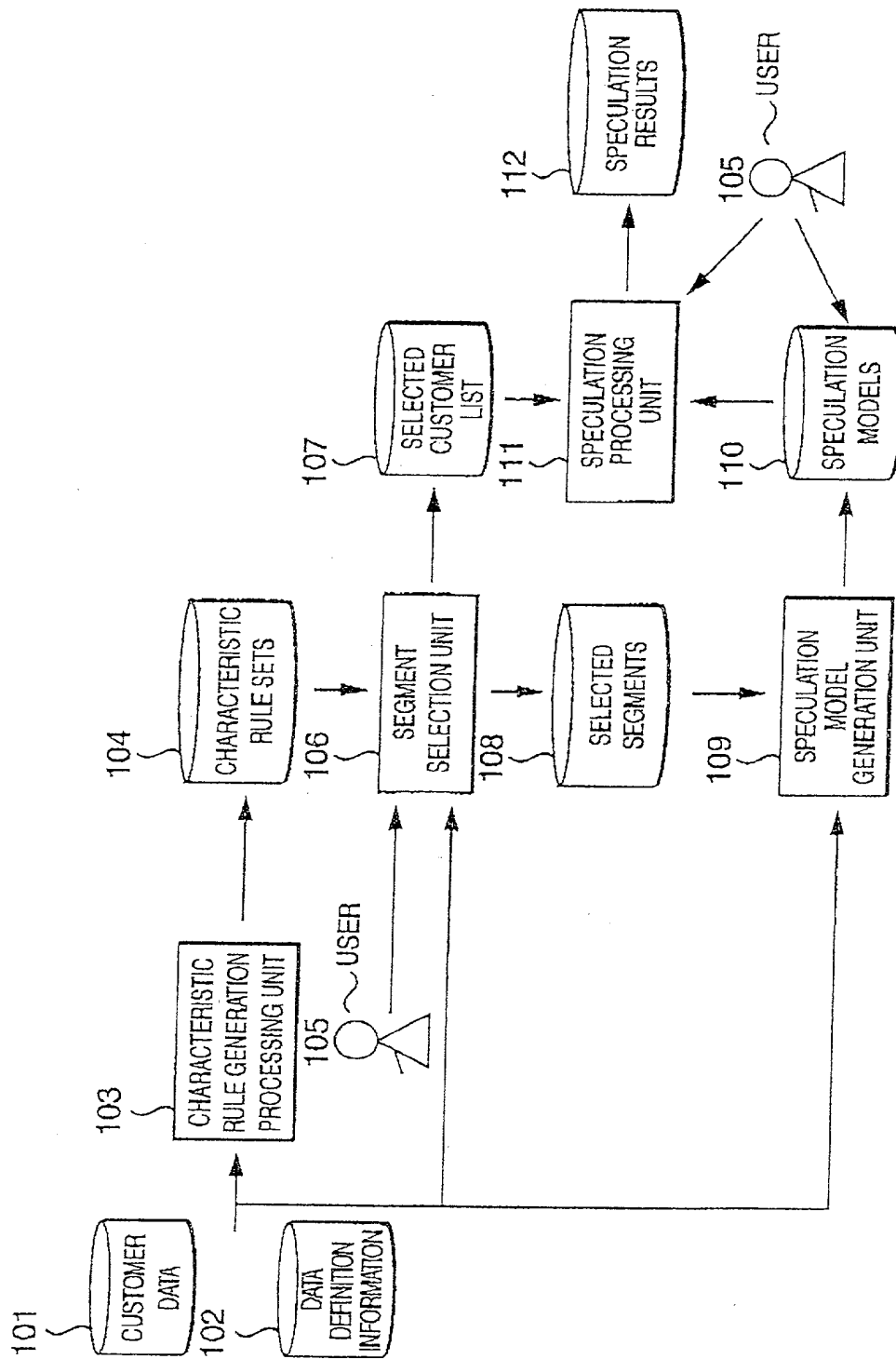


FIG.12